

AMENDMENTS TO THE SPECIFICATION

Please amend the specification of the instant application as follows:

ABSTRACT OF THE DISCLOSURE

A media content distribution and display system and method that includes a central server, a ~~plurality~~ number of remote display devices, and an electronic network for communicating therebetween. The central server receives and stores a plurality of media content, where each of the media content has one or more attributes associated therewith that relate to characteristics of the media content. The ~~plurality of~~ remote display devices receive via the electronic network the media content from the central server. Each ~~of the remote display devices~~ device includes at least one electronic display, one or more target attributes associated with the remote display device that relate to environmental variables of the remote display device, and a biasing engine for comparing the media content attributes with the target attributes, and for causing the electronic display to display only those of the media content having one or more of the attributes associated therewith that satisfy a predetermined matching criteria ~~with respect to the one or more target attributes.~~